What is claimed is:

1. A method for transmitting a program guide, comprising the steps of:

converting an extensible markup language (XML)-based electronic program guide (EPG) into an XML-based EPG template for a user's preferred program guide at a cable network company; and

transmitting the XML-based EPG template to a receiver.

2. The transmission method of claim 1, wherein the cable network company provides a style form related to the XML-based EPG template for the receiver, through conversion into an extensible stylesheet language (XSL) document.

3. The transmission method of claim 2, wherein the receiver stores and analyzes the XSL document related to the XML template document.

4. A reception apparatus that receives a program guide transmitted from a cable network company, the reception apparatus comprising:

a storage unit that stores an extensible markup language (XML)-based electronic program guide (EPG) template document for a user's preferred program guide which has been converted and transmitted from a cable network company; and

an XML parser that parses the stored XML-based EPG template document;

a graphics processor for graphically processing the parsed XML document and displaying the graphically processed result on a display.

5. The reception apparatus of claim 4, further comprising: a   storage   unit

that stores an extensible stylesheet language (XSL) document related to the XML-based EPG template document; and

an XSL processor that processes the stored XSL document.

5 6. The reception apparatus of claim 5, wherein the graphics processor processes the parsed XML-based EPG template document and the XSL document so that extracted EPG-related data and display-related information is displayed on the display.

10 7. The reception apparatus of claim 5, further comprising a storage unit that stores and manages various XSL documents defined by a user which are related to the same XML-based EPG template document.

8. A method of providing an electronic program guide (EPG) that allows
15 for selecting a program without having to scroll through the entire EPG, the method comprising:

providing an extensible markup language (XML) based EPG template;

providing an extensible stylesheet language (XSL) based EPG template;

transmitting the XSL based EPG template and the XML based EPG template
20 to a receiver; and

decoding the XML based EPG template by using the XSL based EPG template to provide an XSL document.

9. The method of claim 8, further comprising:
25 editing the XML based EPG template by using the XSL based EPG template to provide desired programming for the XSL document.

10. The method of claim 9, wherein the step of editing comprises adding

or deleting programming from the XML based EPG template.

11.   The method of claim 8, further comprising:

displaying contents of the XSL document on a screen.

12.   The method of claim 8, further comprising:

merging the XML based EPG template via the XSL based EPG

template and a single path tree to access a node in the XML based EPG template.

13.   The method of claim 8, wherein the XSL document is user specific.

14.   The method of claim 8, wherein the XML based EPG template

includes a program feature and a viewer feature.

15.   The method of claim 14, wherein the program feature comprises a

program start time, a program end time, a program title and a program type.

16.   The method of claim 14, wherein the viewer feature includes an age

group, type of program and viewing times.